



# Brand guidelines

## INFO

# Introduction

**The following document has been created as a reference to guide the outward communication and design of our brand. This includes our name, logo and other elements such as color, type and graphics.**

**It introduces our identity and explains the guiding principles for using the elements of our brand. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.**

**The way we look, sound, and behave is a reflection of who we are. Our brand identity is more than a single mark—it is a rich system that works to balance technology and design with personality and approachability.**

**These guidelines describe the visual elements that represent our company identity.**

**Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of our name and marks.**



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**Our  
brand.**



**INFO**

**Brand  
overview**

The **Pax.world** brand foundation is inextricably linked to the emotional and functional outcomes of our services and what we enable for our partners.

Our defined promise, positioning, and philosophy reflect what the company was founded upon and our focus for the future.

**Our  
logo.**



## LOGO

### Master

Our logo is the key building block of our identity and the primary visual element that identifies us.

The logo is a combination of the the glyph (icon) and our company name – they have a fixed relationship that should never be changed.



## LOGO

### Glyph & wordmark

The glyph (a.k.a. icon) and wordmark (a.k.a. lettered name) compliment each other and should be used together whenever possible, but the glyph can be used by itself if space is restricted.



**LOGO**  
**Approved**  
**logo variations**

These examples demonstrate the correct versions to use in specific cases according to color and contrast.

The same rules and color variations apply directly to the glyph.



← Full color



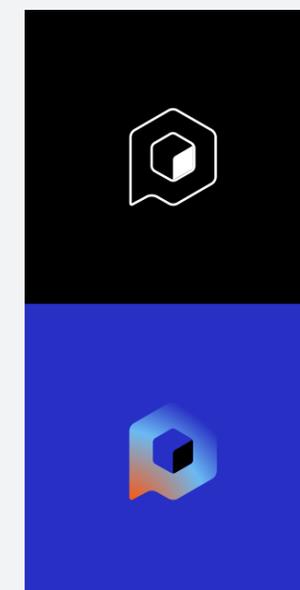
← Greyscale



← Outline - primary dark



← Outline - primary color



← Outline - white

← Full color - primary color background

## LOGO

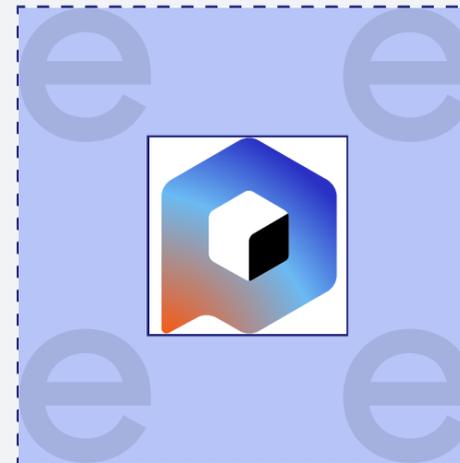
### Clear spacing

There should be enough breathing room around the logo so it isn't overcrowded.

This area of isolation allows the primary logo and symbol to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logos.



The safe space equals the logotype letter e

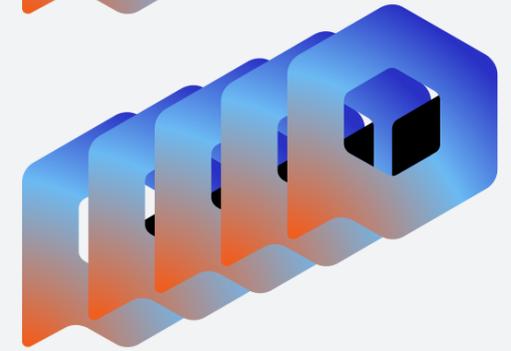


**LOGO**

**Incorrect usage**

The success of the brand depends on the logos maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.



## LOGO

### App icon

Our app icon may in some instances be our consumers first interaction with our brand.

Ensure in all situations, that our specifically balanced app icon is used when necessary.

#### Google Android



#### Apple iOS



#### Samsung



**Color  
palette.**



INFO

## Introduction

### Primary palette

HEX: #000000  
RGB: 255 255 255  
CMYK: 255 255 255 0



### Secondary palette

HEX: #000000  
RGB: 255 255 255  
CMYK: 255 255 255 0

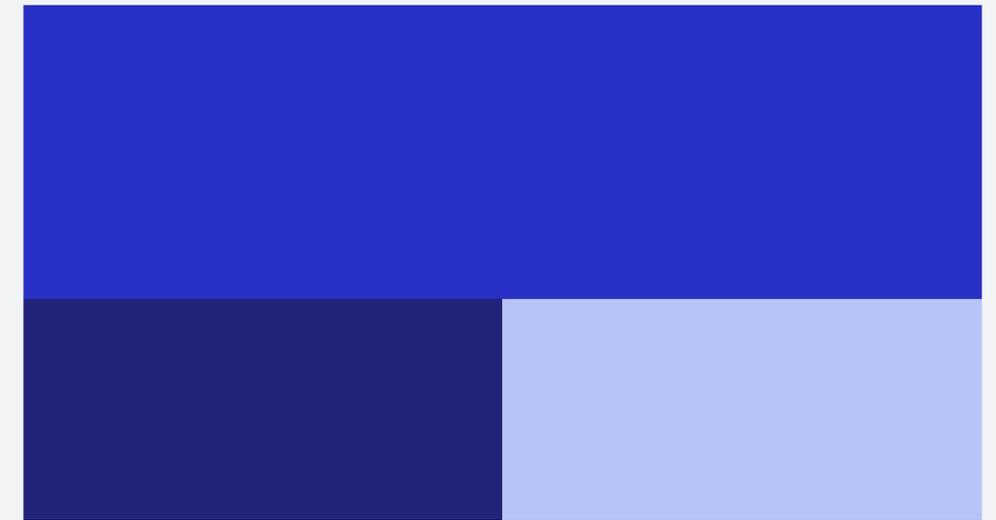


INFO

## Introduction

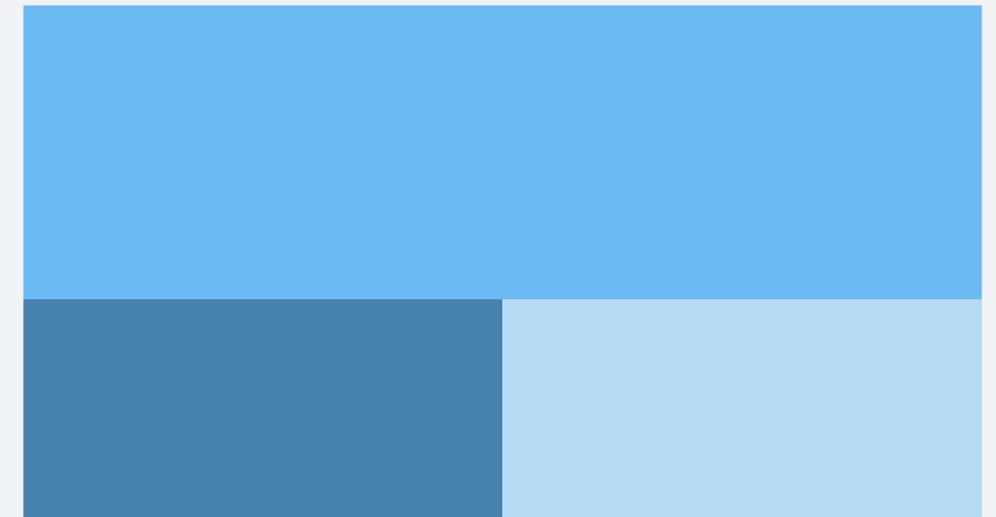
### Primary palette

HEX: #000000  
RGB: 255 255 255  
CMYK: 255 255 255 0



### Secondary palette

HEX: #000000  
RGB: 255 255 255  
CMYK: 255 255 255 0



**COLOR**  
**Secondary**  
**palette**

Our secondary colors should compliment our primary colors and brand as a whole.

These colors should be used sparingly and only to accent and support our primary colors.



**Success**

HEX: #000000  
RGB: 255 255 255



**Info**

HEX: #000000  
RGB: 255 255 255



**Danger**

HEX: #000000  
RGB: 255 255 255



**Additional**

HEX: #000000  
RGB: 255 255 255



**Warning**

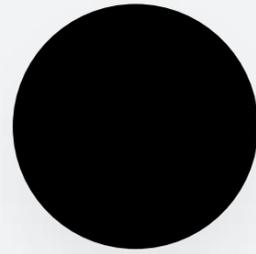
HEX: #000000  
RGB: 255 255 255



**Additional**

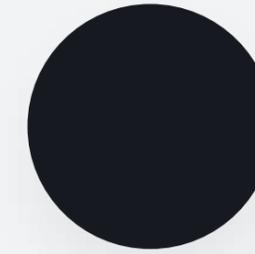
HEX: #000000  
RGB: 255 255 255

**COLOR**  
**Neutral palette**



**Black**

HEX: #000000  
RGB: 255 255 255



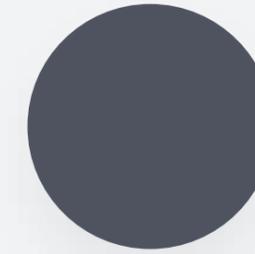
**Deep**

HEX: #000000  
RGB: 255 255 255



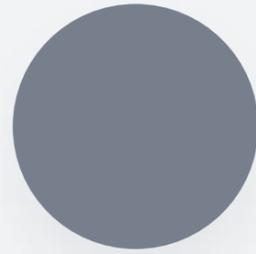
**Darkest**

HEX: #000000  
RGB: 255 255 255



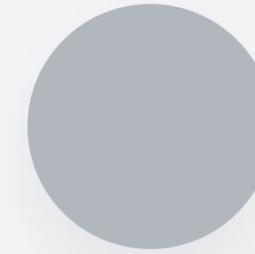
**Darker**

HEX: #000000  
RGB: 255 255 255



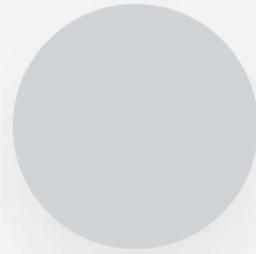
**Dark**

HEX: #000000  
RGB: 255 255 255



**Grey**

HEX: #000000  
RGB: 255 255 255



**Light**

HEX: #000000  
RGB: 255 255 255



**Lighter**

HEX: #000000  
RGB: 255 255 255



**Lightest**

HEX: #000000  
RGB: 255 255 255



**Pale**

HEX: #000000  
RGB: 255 255 255

**Typography.**



## TYPE

### Primary font

Typography is a central design element in our brand identity system.

Kumbh Sans is our primary typeface, providing an approachable and modern aesthetic to our brand's written communication. It's used mainly for headlines and call-to-actions.

# Graphik Sans

## Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Numbers

1 2 3 4 5 6 7 8 9 0

## Special Characters

! " § \$ % & / ( ) = ? ` ; : i " ¶ ¢ [ ] |  
{ } ≠ ¿ ' « € ® † Ω " / ø π • ± '  
æ œ @ o a © f , å ¥ ≈ ç  
~ μ . . . - ≤ < > ≥ ~ > <

## TYPE

### Styles

[FONT-NAME] has a wide range of weights and unique ligatures.

The typeface is perfectly suited for our vehicles of expression, allowing for a wide range of use in our mediums and applications.

With the unique feature of [FONT-NAME], we have the opportunity to customise the font.

On the right, you can view the already customized bold, medium and regular.

#### Black

**The quick brown fox jumps over the lazy dog**

#### Bold

**The quick brown fox jumps over the lazy dog**

#### Medium

**The quick brown fox jumps over the lazy dog**

#### Regular

The quick brown fox jumps over the lazy dog

#### Light

The quick brown fox jumps over the lazy dog

**Photography.**



**PHOTOGRAPHY**  
**Art direction**

Photography plays a key role in the overall content and appearance of our brand.

Our selection of photography should be people smiling, inspiring, and positive.



## PHOTOGRAPHY Overlays

Photography should bolster our brand, without taking away focus.

Use simple and clear photos to elevate the logo.



 pax.world

**Tone of  
voice.**

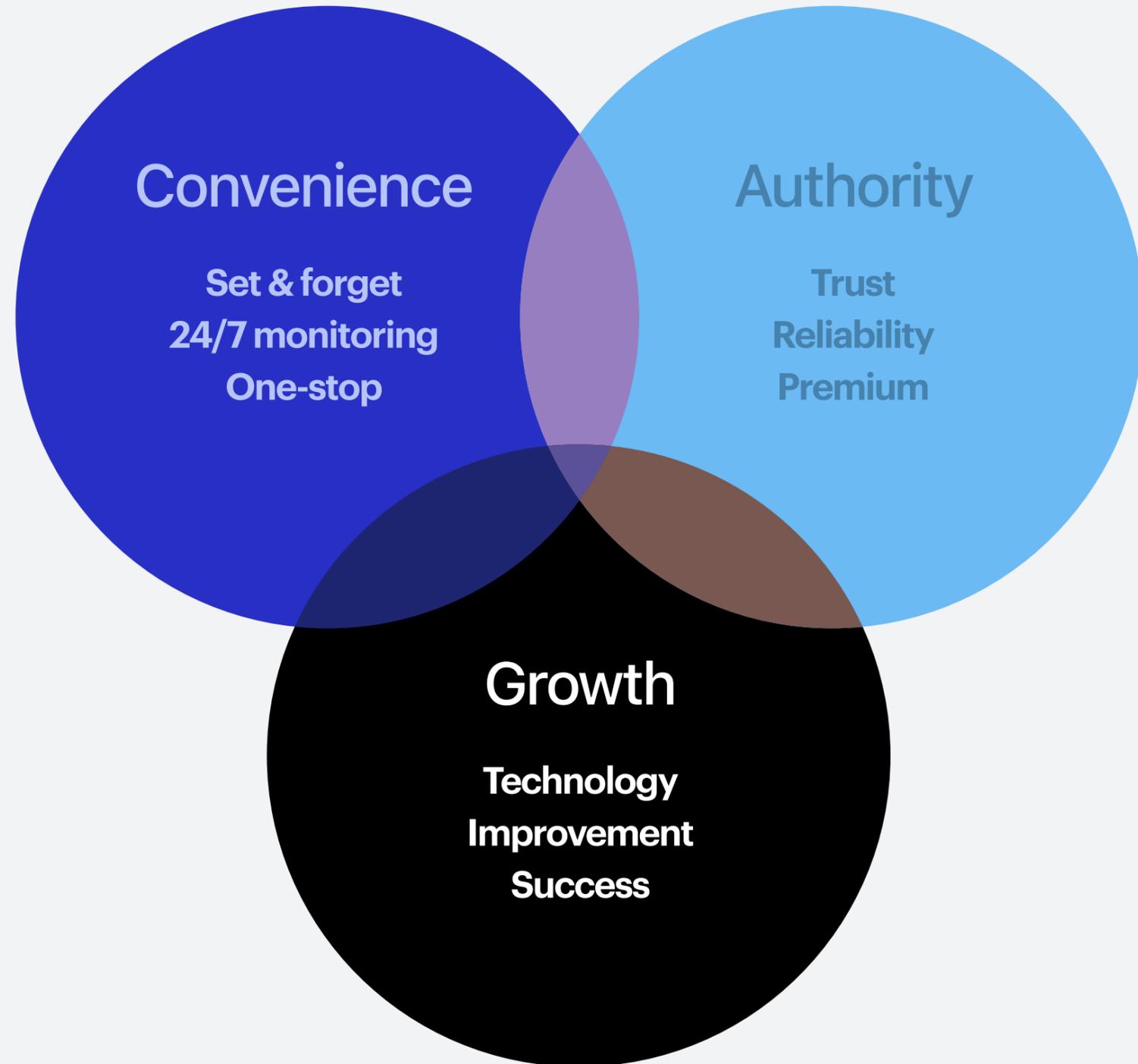


## **TONE OF VOICE**

### **Brand communication**

Our voice and tone principles have been informed by the sentiment of our brand and the value we bring to the world.

Our brand point of view embodies the words, characteristics, and tone in all of our communications.



## **TONE OF VOICE**

### **Do's & dont's**

Our brand voice is our personality. It's the words, phrases, and characteristics of our brand that set us apart.

Brand tone is how we communicate who we are. It's what happens when we share our brand point of view with our audience.

## **Do's**

- 01. Clever**
- 02. Authentic**
- 03. Enthusiastic**
- 04. Friendly**
- 05. Funny**
- 06. Playful**
- 07. Goal-oriented**
- 08. Conversational**
- 09. Vibrant**
- 10. Objective**
- 11. Argumentative**
- 12. Empathetic**

## **Dont's**

- 01. Corporate**
- 02. Cold**
- 03. Gold diggers**
- 04. Boring**
- 05. Dry**
- 06. Childish**
- 07. Harsh**
- 08. Critical**
- 09. Mistrustful**
- 10. Sharp**
- 11. Neutral**

## **TONE OF VOICE**

# **Principles**

Our voice and tone principles have been informed by the sentiment of our brand and the value we bring to the world.

Our brand point of view embodies the words, characteristics, and tone in all of our communications.

### **PRINCIPLE 01**

## **Playful / Vibrant**

We genuinely believe that if we want to provide the world with the most intuitive, powerful, innovative and clever design and development solutions, we must truly enjoy the processes.

When the teammates are showing up their minds and hearts, the work shines.

We're here to show our passion and smiles, because that's how the world goes to its best.

### **PRINCIPLE 02**

## **Clever / Authentic**

We don't want to sound authentic and clever. We want to really be so. We are here to establish our work process, built on years of experience, on the one hand, but on the other, we will definitely won't be sharp and critical.

Our minds are opened and we keep an eye on what's next. We're here to leave long-lasting results on top of that.

### **PRINCIPLE 03**

## **Joyous**

We really want to speak with you. The last thing we want is to wade through the fog. If we want to succeed together, we have to show empathy and be understandable.

We speak with conviction, but at the same time we respect the businesses we work with. That is why we carefully think about it and choose the right moments and ways to share our help.